



JOHNSON FINANCIAL GROUP: Johnson Financial Group saves resources and money



Focus on Energy awards Johnson Financial Group with a \$40,000 check for sustainable (energy reduction) initiatives.

Overview

Johnson Financial Group is a full-service, financial services company with \$5.9 billion in assets that offers banking, trust, insurance, and investment solutions to individuals, families, and businesses through offices in Wisconsin and Arizona. Founded in 1970 by Samuel C. Johnson, fourth generation leader of one of the most successful privately owned companies in the world, it currently is led by his daughter Helen Johnson-Leipold, who serves as chair.

Social Responsibility Challenge

Even for a privately held company, keeping operating costs low sends a message to customers that the company is dedicated to meeting the financial bottom line, especially during tough economic times. Additionally, Johnson Financial Group wanted to uphold the social responsibility ideals of its founder. Through a comprehensive campaign to improve its operations, the company is finding social, environmental, and economic success.

Solutions

Johnson Financial Group's vision statement includes several items that encompass SR. Using these principles, Johnson Bank undertook a major campaign to save money by involving employees in reducing resource use and decreasing waste. For instance:

- **Reducing Transportation.** Reconfigured conference rooms offer projectors and video conferencing equipment that reduce the need for business travel, thus saving money and fuel. Flexible policies allow for work-at-home options and on-site services such as dry-cleaning, alterations, shoe repair, an exercise room, and a café reduce the need for additional travel.
- **Developing Green Buildings.** The company's Brookfield, WI, office received LEED® certification for its building that features light shelves to re-direct more natural light, environmentally friendly refrigerants, and a smoke-free environment.
- **Reducing Energy Use.** Johnson Bank installed energy management controls on the heating, cooling, and ventilation system in the corporate headquarters; upgraded lights at all locations; provided personal environment modules in cubicles to regulate task lighting, heating, and cooling; and changed the temperature three degrees at 25 locations.

- **Education.** Associates from IT and facilities have attended energy seminars, and educational classes are held to demonstrate green printing practices.
- **Paper Reduction and Decycling.** Most network printers have been set for duplex printing, materials for Johnson Bank Board of Directors meetings are being sent electronically, bathroom towel dispensers now have touchless hand sensors saving more than \$6,000 each year, and the JPODS—Johnson Paperless Output Delivery System—is taking a fresh look at how information is delivered to clients.
- **Waste Reduction.** Through a corporate recycling program, all paper office products are recycled. Once a year, a company clean-up day encourages cleaning out all unneeded hardcopy files as well as electronic storage files.

SOCIAL RESPONSIBILITY

Company name: Johnson Financial Group

Location: Racine, Wisconsin

Web site: www.johnsonbank.com

Founded: 1970

Scope: Wisconsin, Arizona

Employees: 1,267

Measurement

The company has reduced energy consumption at its corporate headquarters for three consecutive years. One project alone saved 500,000 kilowatt-hours of electricity, 17,000 therms of natural gas, and eliminated more than one million pounds of carbon dioxide per year.

Other SR Involvement

Johnson Financial Group Employees collectively volunteer tens of thousands of hours of community service as part of Adopt a Highway and then Adopt a River Day and Habitat for Humanity. For more information, visit www.thenameaboveourdoor.com.

